



First Round Application Packet  
Fall 2013

This is an application for the first round of the Fall 2013 D-Prize challenges. It explains rules and processes, and includes instructions on how to draft and submit your application.

Applications must be submitted by midnight (Pacific Time) on November 30, 2013. If you have questions, please send an email to Nicholas Fusso at [nicholas@d-prize.org](mailto:nicholas@d-prize.org).

*Good luck!*

# Competition Rules

## **Eligibility to Compete**

D-Prize challenges are open to anyone or any teams who submits an application. The sole restriction is that individuals or their immediate family who serve or have served on the independent judging panel may not participate as a contestant.

D-Prize is also open to any business model. All winners will be awarded between \$10,000 and \$20,000 in the form of a convertible grant.

Between 5 and 15 of the most promising contestants will be selected for awards in 2013, regardless of which challenge track was selected. This means the number of ventures funded may differ between challenges.

## **Submission Policies**

- First Round Applications for the 2013 D-Prize challenges must be submitted following the instructions in this packet.
- Extra material outside of the application will not be considered.
- Revisions to applications after submission will also not be considered.
- Only one application per person or partnership will be considered.
- Applications must be written in English.

# Prize Process & Important Dates

## **First Round**

First Round Applications to D-Prize's 2013 challenges will be accepted on an open basis until *November 30, 2013*. Early applications are more likely to move to the next round. Advancement decisions will occur within three weeks of receiving the first-round application.

Proposals will be judged based on the criteria listed in this packet. Instructions for how to submit a proposal is listed as well.

## **Second Round**

Contestants invited to participate in the Second Round will be asked to draft and submit a full plan of their social venture, roughly 10 pages in length plus any desired appendices. The plan will include a more detailed description of the venture's operations, a three month budget, and other items. Contestants will receive a Second Round Application packet with full instructions.

Advancement decisions will occur within three weeks. Early applications are more likely to be funded. The last deadline for those invited to the Second Round is December 30, 2013.

## **Final Round**

Contestants invited to the Final Round will engage with judges in the style of a venture capital investment pitch. Depending on the promise and cost-effectiveness of a proposal, judges may select to award between \$10,000 and \$20,000 in funding.

## **Piloting Winning Ventures**

D-Prize may offer mentorship from already-proven social entrepreneurs, and can assist in helping your venture attract future funding if the pilot proves successful.

# First Round Judging Criteria

## Judging Process

All applications will receive an initial screen from one judge, and if advanced, will receive up to two additional independent readings by judging panel members. The D-Prize judging panel is composed of individuals with professional experience in either a non-profit or for-profit organization which distributes life-changing technologies in the developing world.

No individual on our judging panel may have any relation to contestants. Those serving as judges are not personally involved in the ideas being judged, nor do they have any immediate family involved.

## Judging Criteria

Contestants are evaluated based on:

- Focus on distribution. Proposals must focus on distributing a proven poverty solution that needs greater access in the developing world.
- Potential for scalable success of their venture, based on the concept note of the application.
- Passion and potential for candidate's success, as evident by their academic and professional background, relevant skills, and demonstrated passion.

## Application Tips

- *Be succinct.* Successful candidates are objective, focused, and clear. These attributes should come across in your writing. Orient your application towards an educated judge who is relatively knowledgeable with the key issues.
- *Scale, impact, cost-effectiveness.* Successful applicants will build a plausible case that their intervention is highly scalable, impactful, and cost-effective
- *Keep within scope.* The most successful startups are explicit about their focus, and avoid spending resources on too wide or too many areas. A well-focused, tightly scoped idea will perform best in this competition.

# First Round Application

First Round Applications consist of a concept note, and a resume or curriculum vitae (CV).

## **Concept Note**

Please prepare a concept note which responds to the following prompts. Concept notes should be roughly two pages long.

- What is your idea? If creating your own challenge, please include a description of the problem you're solving too.
- What milestones do you intend to achieve? How many people will you help, and in what time frame?
- Why is your idea cost effective?
- Why is your idea scalable?

## **Resume/CV**

We look for applicants who have demonstrated passion in their previous experiences and have relevant skills necessary to pilot a new venture. Rather than providing your full life story, focus on demonstrating relevant qualifications. Resumes should be no more than 2 pages per person.

# Ready to Apply?

## **Application Instructions**

- Prepare your concept note and resume, and save as separate PDF files. Please clearly name your files to indicate whether they are a concept note or resume(s).
- Input your contact details and upload your documents to [www.d-prize.org/fall2013apply](http://www.d-prize.org/fall2013apply)

## **Questions?**

Email Nicholas Fusso at [nicholas@d-prize.org](mailto:nicholas@d-prize.org)